

We Check ✓ to Protect!

KEEPING TEENS SAFE



INTRODUCING

The New Vertical Driver's License

MICHIGAN
DEPARTMENT OF STATE

What's new with your teen's driver's license?

As of July 1, 2003, Michigan began issuing a vertical driver's license (or state identification card) to young people under the age of 21.

The distinctive shape of the new vertical driver's license instantly alerts retailers, restaurants and bars that the cardholder is not of legal age to purchase alcohol or tobacco.

It will take about five years to completely phase in the new vertical driver's license. If your son or daughter currently has a horizontal-style driver's license, it is valid until the renewal date. But you can get a vertical-style license at any Secretary of State branch office before that time if you want to give others more tools to protect your children.

NEW Vertical License



Clearly indicates legal age to purchase tobacco and alcohol

Ghost image prints under important data to prevent forgeries

Why the change?

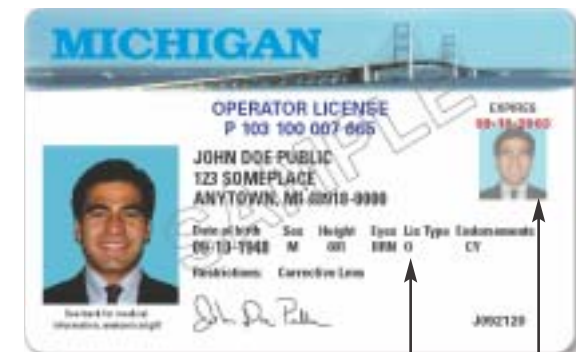
- Eliminates guesswork in establishing the age of the cardholder.
- Provides clerks and police with a quick, easy and reliable way of making an on-the-spot determination of age.
- Tamper-proof design reduces forgeries.
- Gives parents the comfort of knowing that their children have licenses specifically designed to ensure their safety.
- Keeping alcohol and tobacco out of underage hands protects children both physically and emotionally.
- Reduces the risks of teens drinking and driving.
- Helps protect businesses from liability concerns by giving them a better tool to check IDs.
- Does not saddle businesses with a burdensome mandate. No cost or training is required.
- The new vertical driver's license is a valuable tool in helping keep minors safe!

There have been some changes to your license too!

The new vertical driver's license isn't the only thing that's new. Driver's licenses for residents age 21 and older have also been redesigned.

- Revised horizontal licenses are made of the same tamper-resistant materials as the vertical driver's license.
- A ghost image has been added to the license to limit the chances the data will be altered or copied.
- The type of driver's license is now indicated by the phrase "license type," rather than just "type" to avoid confusion with blood types.

NEW Horizontal License



The phrase "License Type" prevents confusion with "Blood Type"

Ghost image helps prevent forgeries

“We Check to Protect!” Vertical Identification Program

The “We Check to Protect!” public awareness campaign highlights the new law designed to keep Michigan’s youth safe on and off the roads. Spearheaded by Secretary of State Terri Lynn Land, and supported by a broad coalition of government, retail, safety and law-enforcement representatives, the campaign sends a strong message of responsibility and public safety.

The new law requires those under the age of 21 to be issued a vertical (portrait) style driver’s license. The “We Check to Protect!” Vertical Identification program reminds teens, parents, businesses and law enforcement that identification is required and will be checked on all purchases that are restricted by age, such as alcohol and tobacco products.



Proud Sponsors of the “We Check to Protect!” Campaign

- Michigan Department of State
- 7-Eleven Stores
- Associated Food Dealers of Michigan
- Detroit Police Officers Legislative Commission
- Lansing Police Department
- Michigan Association of Broadcasters
- Michigan Association of Police Organizations
- Michigan Beer & Wine Wholesalers Association
- Michigan Coalition to Reduce Underage Drinking
- Michigan Distributors and Vendors Association
- Michigan Food and Beverage Association
- Michigan Fraternal Order of Police
- Michigan Gaming Control Board
- Michigan Grocers Association
- Thomas Husband & Associates
- Michigan Licensed Beverage Association
- Michigan Liquor Control Commission
- Michigan Petroleum Association
- Michigan Restaurant Association
- Michigan Retailers Association
- Michigan State Police
- Michigan State Police Troopers Association
- Michigan Sheriffs’ Association
- Miller Brewing Company
- Mothers Against Drunk Driving
- Police Officers Association of Michigan
- Service Station Dealers Association
- Student Leadership Services
- Students Against Drunk Driving

